

# ORDER



WAVY

**Orders**  
**Order / Rev:** 199811  
**Alt Order #:** 06843598  
**Product Desc:** 8/21-8/27 RESTORE OUR FUTURE  
**Estimate:** 356  
**Flight Dates:** 08/21/12 - 08/27/12  
**Original Date / Rev:** 08/20/12 / 08/23/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Restore Our Future  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	46	\$48,400.00	\$41,140.00
08/27/12	08/27/12	8	\$9,200.00	\$7,820.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	46	\$48,400.00	\$41,140.00	0.00
September 2012	8	\$9,200.00	\$7,820.00	0.00
<b>Totals</b>	<b>54</b>	<b>\$57,600.00</b>	<b>\$48,960.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WAVY	34%	\$57,600.00
Market	100%	\$169,411.76

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	31%	\$52,517.65
WTVZ	0%	\$0.00
WVBT	9%	\$15,247.06
WVEC	26%	\$44,047.06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/21/12	08/24/12	WAVY 6AM News	CM	6a-7a	- TWTF - -	:30	4	\$2,000.00	P1	0.00	NM	4	\$8,000.00
6A WAVY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -			4		\$2,000.00		0.00				
E 2	WAVY	08/21/12	08/24/12		CM	7a-9a	- TWTF - -	:30	4	\$2,000.00	P1	0.00	NM	4	\$8,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show M-F										
				Today Show M-F										
				TODAY SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF--		4		\$2,000.00		0.00				
E 3	WAVY	08/21/12	08/23/12	Hampton Roads Show	CM	11a-12p - TWT--	:30	6	\$200.00	P2	0.00	NM	6	\$1,200.00
				Hampton Roads Show										
				HAMPTON ROADS SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWT---		6		\$200.00		0.00				
E 4	WAVY	08/24/12	08/24/12	Hampton Roads Show	CM	11a-12p ----F--	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				Hampton Roads Show										
				HAMPTON ROADS SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	----F--		1		\$200.00		0.00				
E 5	WAVY	08/21/12	08/24/12	WAVY News 10 @ Noon	CM	12p-1p - TWTF--	:30	4	\$300.00	P1	0.00	NM	4	\$1,200.00
				News 10 @ Noon										
				WAVY NEWS AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF--		4		\$300.00		0.00				
E 6	WAVY	08/21/12	08/23/12	WAVY News 10 @ 6p	CM	6p-630p - TWT--	:30	3	\$2,000.00	P1	0.00	NM	3	\$6,000.00
				News 10 @ 6p										
				6P NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWT---		3		\$2,000.00		0.00				
E 7	WAVY	08/21/12	08/23/12	LN M-F	CM	11p-1130p - T-T---	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
				M-F News 10 @ 11										
				11P NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- T-T---		2		\$2,000.00		0.00				
E 8	WAVY	08/22/12	08/24/12	Tonight Show/Jay Leno	CM	1134p-1237a --WTF--	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
				Tonight Show w/Leno										
				TONITE SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--		4		\$500.00		0.00				
E 9	WAVY	08/24/12	08/24/12	Fri Hour 3	CM	10p-11p ----F--	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
				Friday 10p-11p										
				DATELINE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	----F--		1		\$1,200.00		0.00				
E 10	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 6a	CM	6a-7a -----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sa 6a										
				6A WAVY NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		1		\$500.00		0.00				
E 11	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 7a	CM	7a-8a -----S-	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
				WAVY News 10 Sa 7a										
				7A WAVY NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		2		\$800.00		0.00				
E 12	WAVY	08/25/12	08/25/12	WAVY News 10 Sat 6p	CM	6p-630p -----S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				WAVY News 10 Sat 6p										
				6P NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		2		\$500.00		0.00				
E 13	WAVY	08/25/12	08/25/12	Sa 7-8p	CM	7p-8p -----S-	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
				Sa 7-8p										
				ENT THIS WEEK										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		2		\$300.00		0.00				
E 14	WAVY	08/26/12	08/26/12		CM	7a-8a -----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News 10 Sunday /		WAVY News 10 Sunday 7a									
				WAVY 7A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1			\$800.00		0.00				
E 15	WAVY	08/26/12	08/26/12	Meet the Press	CM	9a-10a	-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
				Meet the Press											
				MEET THE PRESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1			\$1,800.00		0.00				
E 16	WAVY	08/26/12	08/26/12	WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				WAVY News 10 Sun 6p											
				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		2			\$500.00		0.00				
E 17	WAVY	08/25/12	08/25/12	Sat Hour 1	CM	8p-9p	-----S-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
				Saturday 8-9p											
				AMERICA'S GOT TALENT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		1			\$400.00		0.00				
E 18	WAVY	08/26/12	08/26/12	NFL Pre-Season Game	CM	NFL Pre-Season G	-----S	:30	1	\$3,200.00	P1	0.00	NM	1	\$3,200.00
				NFL Pre-Season Game											
				NFL PRE-SSN PANTHERS/JETS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1			\$3,200.00		0.00				
E 19	WAVY	08/26/12	08/26/12	LN Su	CM	11p-1130p	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY News 10 @11 Sun											
				WAVY 11P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1			\$2,000.00		0.00				
E 20	WAVY	08/27/12	08/27/12	WAVY 6AM News	CM	6a-7a	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY 6AM News											
				WAVY 6A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1			\$2,000.00		0.00				
E 21	WAVY	08/27/12	08/27/12	Today Show M-F	CM	7a-9a	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Today Show M-F											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1			\$2,000.00		0.00				
E 22	WAVY	08/27/12	08/27/12	Hampton Roads Show	CM	11a-12p	M-----	:30	2	\$200.00	P2	0.00	NM	2	\$400.00
				Hampton Roads Show											
				HAMPTON ROADS SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		2			\$200.00		0.00				
E 23	WAVY	08/27/12	08/27/12	WAVY News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				News 10 @ Noon											
				WAVY NEWS AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1			\$300.00		0.00				
E 24	WAVY	08/27/12	08/27/12	WAVY News 10 @6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				News 10 @6p											
				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1			\$2,000.00		0.00				
E 25	WAVY	08/27/12	08/27/12	LN M-F	CM	11p-1130p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				M-F News 10 @11											
				WAVY NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1			\$2,000.00		0.00				
E 26	WAVY	08/27/12	08/27/12		CM	1134p-1237a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00

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**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show/Jay Leno										
				Tonight Show w/Leno										
TONITE SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M- - - - -				1	\$500.00		0.00			
N27	WAVY	08/22/12	08/22/12	Wed Hour 2	CM	9p-10p		--W- - - -	:30	1	\$3,200.00	P1	0.00	NM
				Wednesday 9-10p									1	\$3,200.00
NFL PRE-SSN PANTHERS/JETS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - W- - - -				1	\$3,200.00		0.00			
N28	WAVY	08/24/12	08/24/12	M-F 3-4p	CM	3p-4p		- - - - F- -	:30	1	\$250.00	P2	0.00	NM
				Maury Povich									1	\$250.00
mkgd from 6841173														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - F- -				1	\$250.00		0.00			
N29	WAVY	08/24/12	08/24/12	M-F 4-5p	CM	4p-5p		- - - - F- -	:30	1	\$250.00	P3	0.00	NM
				M-F 4-5p									1	\$250.00
mkgd from 6841173														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - F- -				1	\$250.00		0.00			
												Totals	54	\$57,600.00